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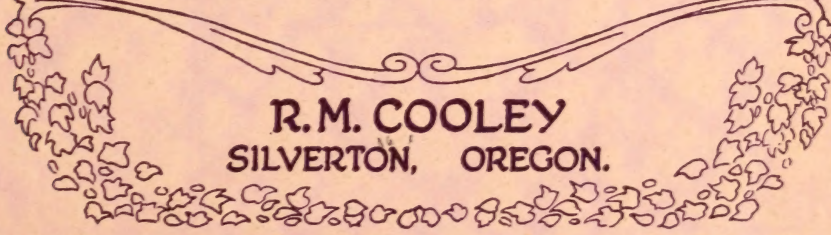
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LOVELIER LILACS

R.M. COOLEY
SILVERTON, OREGON.



TERMS, ETC.

CASH WITH ORDER, except on orders of \$10.00 or over, which are placed early for future delivery. On such we will be glad to reserve stock if a down payment of two or three dollars is made on orders of around ten dollars, and five dollars on orders totalling approximately twenty dollars. Larger amounts in proportion. Balance, however, must be remitted prior to shipment. You will be notified at the proper time. We cannot risk shipment of perishable stock C. O. D., nor can we trust unknown parties for unpaid balances.

PLACE YOUR ORDER AT ONCE. Shipments to Eastern states are practicable only in the fall for reasons explained further on. Many varieties are very limited in quantity, and will not be available for long. Take advantage of the *Discount*.

DISCOUNTS. On all orders placed before October ^{10th} ~~1st~~, deduct 10 per cent discount. We can furnish splendid stock of the variety *My Favorite* to the wholesale trade at 25 per cent off list prices. No other varieties to offer in wholesale quantities. Parks, Cemeteries, Country Clubs, etc., which can use several plants of a variety, please write us relative to your wants.

SHIPPING will commence as soon as stock is dormant in the fall, usually late in October. No stock sent out except short distances after March 1st. Pacific Coast orders filled almost throughout the winter. Orders from the South also practical during that period. All orders are sent by *Express Collect*, unless otherwise directed.

REMITTANCES should be by check, postal or express money-order, but never enclose cash or currency unless registered. We cannot accept responsibility if cash is lost in the mails.

WE GUARANTEE all plants we send out to be true to name and in a healthy live condition at time of shipment. We **DO NOT** guarantee them to grow in your garden under conditions over which we have no control. This is in accordance with the custom of the nursery trade. Claims for loss or damage enroute should be made immediately upon receipt, to transportation company.

REFERENCE: The First National Bank of Silverton.

For Lilac fanciers, gardeners, and all interested in ornamental horticulture

THE LILAC: A MONOGRAPH

By SUSAN DELANO MCKELVEY

With contributions from E. H. Wilson, Alfred Rehder, T. A. Havemeyer, and Dr. W. T. Councilman.

This complete and exhaustive classification of the genus *Syringa* represents seven years painstaking work in collecting and compiling descriptions of species and varieties, synonyms, bibliographies, and cultural notes from all over the world. All of this information is in this book, together with cultural and botanical notes from the author's own experience and observation, a key to the species, and articles by other authorities.

Over 170 full-page halftone plates are a feature of the volume. These are supplemented by a loose folder inserted in the back cover containing the Ridgway color charts from *Color Standards and Color Nomenclature*. These colors, 154 in number, contain all the shades found in Lilac species and varieties. The folder may be removed for reference while studying the text. References in the descriptions make for exact identification and classification of varieties impossible from ordinary colored illustrations.

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Introduction
History and Distribution
Descriptions of the Genus
and a Key to the Species
Enumeration and Descriptions
of Species and Varieties
Excluded and Doubtful Names
Culture
Propagation and Pruning
Forcing
Diseases and Insect Pests

575 pp.; 172 full-page plates; 8⁵/₈ x 11³/₄ in.; Cloth; \$18.00

THE MACMILLAN COMPANY
60 Fifth Avenue
New, York, N. Y.

(We mail this book postage prepaid)

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Gentlemen:

Please send me.....cop.....of McKELVEY: THE LILAC. I enclose

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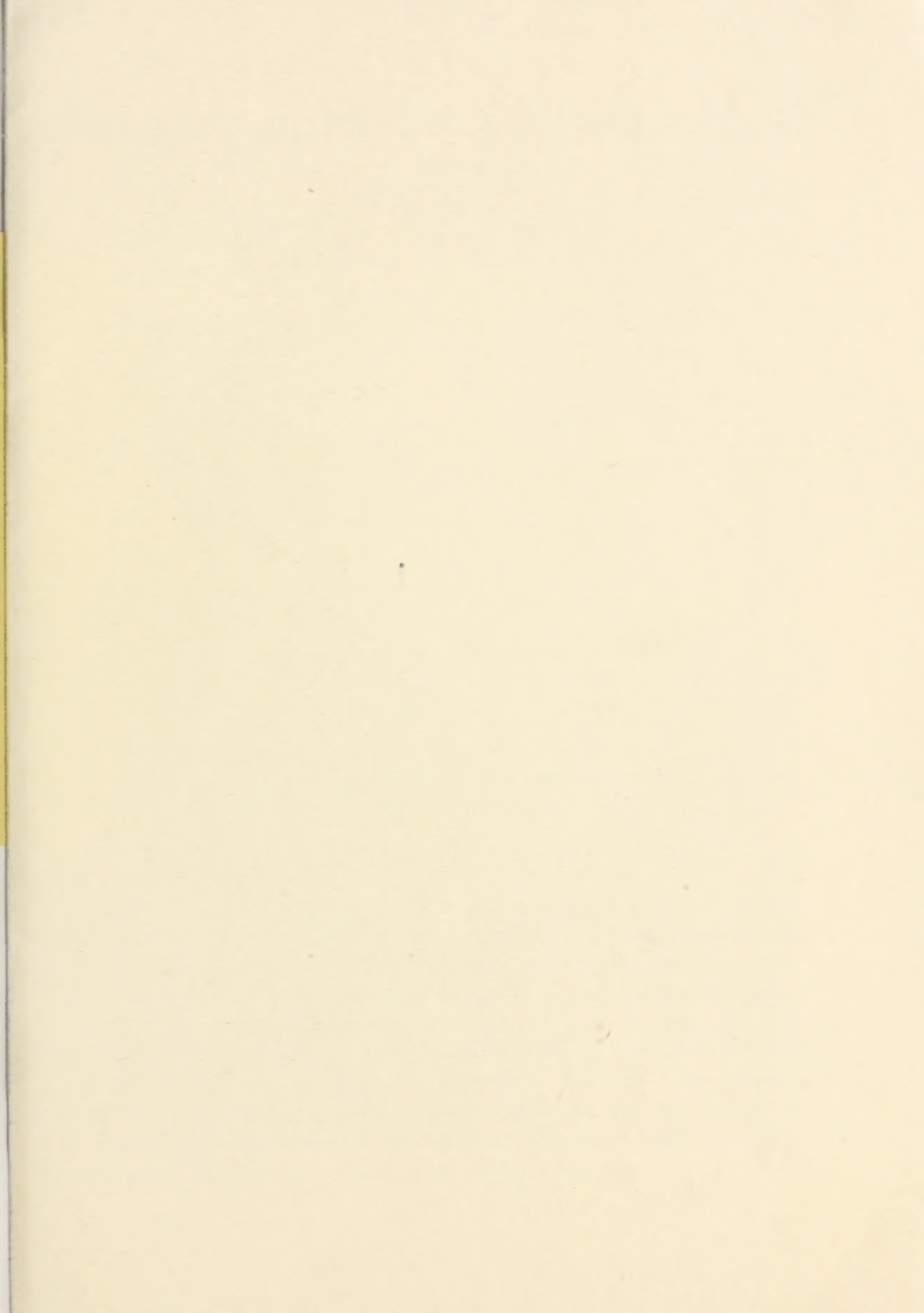
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R. M. COOLEY, Silverton, Oregon

offers

THE KLAGER

LOVELIER LILACS

With the rapid advance of gardening in this country comes a desire for, and an appreciation of, the finer and rarer garden material. This demand for the best has developed a great many specialists among commercial growers, and the garden lover is the gainer, for in most cases the specialist can be depended upon to have a wider knowledge of his chosen subject, and because his first interest is love for the game rather than mercenary, the purchaser can feel that he is getting personal service that will express itself in the material bought.

No deciduous shrub has yielded to the efforts of hybridizers as has the lilac. Though comparatively few flower lovers are familiar with them, the French Hybrid Lilacs are so much superior to the forms with which we ordinarily associate the term "lilac," that it is puzzling to understand why. One reason of course is the impracticability of bringing in stock from abroad, on account of quarantine regulations, but there are some notable collections in this country, located at the Arnold Arboretum near Boston, at Rochester, N. Y., and the fine collection of the late Col. Plum in Chicago. A few nurserymen are offering select stock of many of the best French and American varieties, but the number is limited.

We are specialists in the Klager American Hybrid Lilacs—new forms of this lovely flower, produced by Mrs. Hulda Klager of Woodland, Washington. The varieties offered in this catalogue are all the result of twenty-five years of constant and painstaking work and study on her part, and have been selected as the finest from tens of thousands of seedlings which have flowered during this long period. Very few of the present familiar French lilacs were known in this country when Mrs. Klager began her work. Starting with the best obtainable at that time, she began a series of thought out crosses, and from time to time saved only the most promising. Her years of effort have borne fruit, and today her gardens near the little town of Woodland are a mecca for thousands



HULDA

of visitors at blooming time. Our attention was first directed to her garden a couple of years ago, at which time Mr. L. R. Bonnewitz of Van Wert, Ohio, had the pleasure of viewing her collection. Mr. Bonnewitz is a well known figure in American horticulture, and he has had the good fortune to see the finest lilac collections both in this country and abroad. The Klager lilacs were a revelation to him, and he advised us to seriously consider their dissemination. In due course arrangements were made with the producer, and while the flowers were at their best, we personally selected the most distinct and outstanding varieties, purchasing outright all available stock of those we deemed most meritorious. Thus we have the privilege of being the sole distributors of these splendid, these *Lovelier Lilacs*.

The list of varieties is not a long one. It includes only the very best, and each variety is entirely distinct from the others. The illustrations were taken during the past blooming season in Mrs. Klager's own garden, and while they cannot possibly show all that is fine and distinct in these lilacs, they do accurately picture the variance of form, abundance of bloom and other features which word descriptions fail to express.

EASTERN CUSTOMERS PLEASE NOTE!

Place Your Order Now!

Out here in Oregon we have very open winters, with little freezing weather before New Years day. During January and February we usually encounter a few cold nights, and often the ground stays frozen for a period of several days at a time, only to thaw out and lead one to think Spring is at hand a few days later. By March 1st the early bulbous flowers are all abloom, and the lilac leaf buds are highly swollen, breaking out into tender new growth shortly after. Yet at this same time New Englanders and others of the northern and mid-western states are frozen tight, with no thought of the garden or new garden material. So for this reason it is imperative that all customers in latitudes where winter lingers after March 1st, should *Order and Plant This Fall*.

Anyway, fall planting has numerous advantages. Plants set out properly in November or late October will have become quite well established by the following Spring. They are far more easily moved at that time, as buds are tight and root growth is at a



First year after planting, showing the early age at which the new hybrid lilacs bloom.

standstill. And there is this to consider—in the fall we have all the stock of the past season's production; in the Spring we have what was not sold in the fall. This is not to be taken to mean that we will send out inferior plants, in the Spring or at any other time, for if we cannot supply a good specimen we will not send any. But naturally enough, the first orders get the pick of the plants.

SIZE OF PLANTS, ETC. Every lilac of the Klager strain listed in this catalogue is an own-root plant, from two to five years of age, grown from cuttings or suckers taken directly from the original parent bush. None of them have been budded or grafted on privet or any other kind of root stock. This is a very important feature, as most every garden authority agrees that such own-root plants are the very best lilac stock obtainable, and eliminates every objectionable feature of budded or grafted plants.

The bushes sent out will, with proper planting and reasonable care almost invariably produce bloom the second year. They will range in size from two to three and one-half feet in height, their bushiness depending upon their age, and this in turn depending upon quantity of the variety in stock. Some are very rare, such as the lovely "Mrs. Morgan" which produces but scant suckers, and is always oversold. To get this is a privilege, and size of plant is of little consideration. Every plant furnished will have a good root system and should give satisfaction.

A Word About Color Descriptions. The color terms used in describing these lilacs are from Ridgway's Color Chart, which is the standard generally referred to by horticulturalists. However, it must be remembered that tones and tints vary greatly, as the lilac is a flower which oftentimes shows great change in color from the time it first shows as a bud until it develops into a full blown flower. In many varieties there is a considerable combination of color showing at the same time, and in such cases the predominant tone is given. Then there is the factor of soil, climate, and weather conditions to take into consideration. In bright, warm weather some flowers show very much lighter than during a period of cool, and perhaps rainy, days. And finally, though we may have photographs and accurate color data, it is utterly impossible to convey to you in word or picture the majesty of form, the soft blending of tones, the enchanting fragrance, and above all, the distinction and all-around loveliness which characterize the new hybrid lilacs in general and the Klager hybrids in particular.



R. W. MILLS

VARIETIES

Alice. Large well-formed trusses that have the appearance of having been wrought into perfection of shape by trained human hands. Every truss is pyramidal in form, the large individual florets closely placed. Color is Light Vinaceous Violet, practically a self, with buds only slightly darker. One of the best in the list, and stock is extremely limited \$5.00

Abundant Bloomer. Argyle Purple by Ridgway. Much pinker in effect than this would indicate. Huge blooms produced in such profusion as to weight down the branches. Single blossoms, trusses of individual shape, ten inches in length. Many varieties of lilacs bloom abundantly in alternate years, but this one never fails to come up to expectations. Fair number of plants of this, but not very large in size: 18-in. to 2½ ft. \$5.00

Clara. Freshly opening blooms give the effect of pink and red from a short distance, but when fully opened take on more lilac tones. Pale Verbena Violet, Vinaceous Lilac buds. Single flowers, quite late in the season. Very upright in habit, and in alternate years is a mass of bloom, but rests up in between. One of the loveliest lilacs to be seen anywhere \$4.00

Hulda. One of the darkest varieties, a fine rich piece of color. This was formerly carried by Mrs. Klager as "Dark Purple" but is now being listed as "Hulda" to give it greater distinction. Along the lines of the well known dark variety Ludwig Spath, but inclined toward the deep purple rather than the red. Full blown flowers Light Purilla Purple by Ridgway. Buds very much darker. This is a heavy bloomer, and one of the favorites at the Klager display gardens. Large single blossoms \$5.00

Mrs. Morgan. To my mind the finest lilac in this list, and of the greatest individuality. Ridgway classes it as Pale Mauve, and when seen in the sunlight it gives the effect of opalescent orchid. The color is exceptionally clear, showing no other tones, and the florets are semi-double, waved and twisted. However, the trusses are perfect, very large, and withal one could hardly ask for anything more entrancingly beautiful in a lilac. Seldom throws a sucker, and stock on hand is very limited. About twenty well-rooted, own-root plants to offer this year \$8.00



ALICE

My Favorite. This form, named by the introducer, is the most widely distributed of her productions. It is very early, a profuse bloomer, and of a color tone quite unique. Before the buds open they are very dark, gradually becoming "smokier" and then burst forth into extremely double florets of a silvery and slaty lavender tone within, smoky purple without. The opening buds remind one of the sheen on Concord grapes. Technically, the colors are Bishop's Violet with Rose Purple buds.

We have a large stock of this, in wonderful plants, all own-root of course, and are making a special offer on it to acquaint flower lovers and fanciers with these Klager lilacs. If you could but see the twelve foot specimens of this in the gardens at Woodland, waving their thousands of bloom heads in the May breeze, you would not go another season without "My Favorite."

Fine Specimens, \$3 Each; Three for \$8; Ten for \$25

R. W. Mills. In size of truss this ranks as one of the very largest, with semi-double florets, of curled and hooked character. Color is Hays Lilac, Rose Purple buds. Effect is deep pink, almost rose. Here again the writer would think twice before choosing any other in this list as the best. The astonishing size of this variety, together with the attractive formation of the blossoms, make it an appealing sort. Fine plants.....\$5.00

Ostrander. Another of the pronounced double ones. The flower is built along the lines of "My Favorite" but is redder and pinker in tone, and is very late while this last named is exceptionally early. Due to an oversight we did not get the Ridgway description of this. It gives an impression of fairly deep carmine in the bud, lighter and showing shadings of heliotrope and silvery rose when opened.....\$5.00

FRENCH LILACS

We are closing out our stock of French Lilacs, it being our intention to handle in the future only the Klager forms. Stocks of the following are variable, of some we have quite a few, others only a half-dozen or so. All have been growing in splendid soil for two years, and were good saleable plants when first placed



MY FAVORITE



The variety Miriam Cooley. This has huge panicles a foot long and ten inches across. A truly magnificent variety, in tones of pink and red.



MIRIAM COOLEY

To be introduced next year. Other new ones will be Woodland, City of Longview, Fred Klager, and Wm. K. Mills.

there, so they are exceptionally good specimens at this time. All own-root with the exception of *Emile Gentil*, which is budded on privet.

Eduard Andre. Flowers very double, hose-in-hose type, rose in tone, with deep rose buds. Ridgway terms are: Tourmaline Pink to Laelia Pink, Deep Purplish Vinaceous buds. Very free in flowering, medium early, quite dwarf in growth. Fine bushy plants.....\$2.00

Emile Gentil. Lemoine describes this as bright cobalt blue. Fine double, extra large flowers. Clusters are dense and pyramidal in form. By Ridgway it is Dark Lavender to Light Vinaceous Purple to Deep Vinaceous Lavender in the bud. When open the color is Dull Lavender without, Light Dull Bluish Violet to Deep Lavender marked at the throat with white, within. Very unusual and beautiful. Stocky 3-foot plants, budded on privet. Plant deep when resetting.....\$2.00

Mme. Casimer Perier. A floriferous, creamy double white. Always dependable and covered with plume-like blooms\$1.50

Madame Lemoine. Fine double white, not so creamy in effect as the above, especially in the bud stage. Somewhat late, and very long lasting. Large trusses. My stock of this is very large, and will be too heavy to ship long distances unless bought with this in mind. Four-foot bushes, well trained and branched, will give fine effect first year after planting. A bargain to those who are willing to pay shipping charges.....\$2.00

President Grevy. Soft blue, tremendously large, oftentimes measuring a foot in length and almost as much in breadth. Very double flowers which produce a decidedly blue effect when planted near pink and lilac toned sorts. Bushes of this same size as those preceding, and sold with same understanding.....\$2.00

Vivian-Morel. Big trusses of small individual florets. Double to semi-double. In early stages of development the buds are deep purple with wine cast, but change rapidly to lighter shades. Upon opening the flowers take on a bluish appearance. According to Ridgway: Buds Deep Hellebore Red to Tourmaline Pink; when expanded, outside Argyle Purple tinged with Light Pinkish Lilac, inside a medley of Light Pinkish Lilac, Light Lobelia Violet and white. Tall plants.....\$2.00



PRESIDENT GREVY

CULTURE

The lilac is one of those generous shrubs which gives much and asks but little in return. Like most everything else, however, it responds greatly to extra care and attention, and a little time and thought well applied will result in shapelier plants, more and larger flowers and cleaner growth.

Planting. Upon receipt of newly purchased plants from the nursery, unpack carefully, taking care not to break or rub off the buds. If ground is not yet prepared, heel them in (cover the roots) with moist, loose soil. Never allow the roots to become dry. Ground in which they are to be planted should be prepared to a depth of two to two and one-half feet, and about three feet in diameter. Any good soil is alright; if a bit sandy, so much the better—but not pure sand. Heavy soils and clay are unfit for lilacs, and should be removed or made over. A mixture of well rotted manure and soil in the bottom of the hole will be of great benefit in future years. The spot for planting having been properly prepared, fill in with loose soil until the space left will readily accomodate the roots. Spread these out very carefully, downward and outward in all directions, filling in about them with fine soil. If quite dry, water well before filling in completely with the soil. This will help settle the dirt below and around the roots. After the plant has been completely set, pack the surface well with the foot. If rains fail to come within two or three days, water well. Observe the point to which the soil came up on the plant in the nursery, and plant an inch or so deeper. Drainage is an important consideration. Lilacs resent wet or poorly drained soil, and will be an utter failure if an attempt is made to grow them in such a situation. Allow plenty of room. If you wish them to attain perfection and symmetry of growth, do not place them where other shrubs or trees crowd them. Never plant them less than six or eight feet apart—ten or twelve would be better.

Cultivation. This is simple. Planted as outlined above, they will require nothing special in the way of cultivation. Always



MRS. MORGAN

keep the soil loose and free from weeds, being careful in digging around them not to go too deeply, as this might injure the surface feeder roots. Mulch the ground in the fall with pulverized, well rotted manure, and then dig this in in the spring. Bone meal worked into the soil will also benefit, but this slow in action, though safe. Be sure there is moisture present during the dry summer months, as this the time next years' flowers are forming. During the first season or two after planting this is especially essential.

Pruning. The proper time to prune lilacs is right after they have finished flowering. If pruned in fall or early spring, the flowers for the coming season will be sacrificed, since lilacs bloom on growth of the previous season. Cut out only enough wood to allow free circulation of air and light, and cut back only enough to prevent your plants from becoming "leggy." Always remove old flower clusters as soon as they have faded and withered. This prevents formation of seed, and preserves the sightliness on the bush. All undesired suckers which may happen to come up about the base of your plant, should be removed. Above all, use diligence in pruning lilacs—they need but little of it.

Diseases and Pests. The persistence and long life of the lilac under conditions of neglect, is sufficient evidence of its resistance to disease and insect pests. About the only thing which could be considered as troublesome is scale. The Oyster Shell and San Jose scale both sometimes affect the plants. This trouble may be detected by the characteristic gray and slightly elevated scales. To eradicate such a condition the plants should be sprayed in very early spring, prior to the appearance of the new leaves. Use either kerosene emulsion or a strong mixture of Black Leaf 40 (tobacco juice) and whale oil soap. It is understood that the young pests hatch out in June, and it is wise to again spray at that time if the ailment has been previously noted.



ABUNDANT BLOOMER

An Announcement to Iris Lovers

During the past two successive years, Dr. R. E. Kleinsorge of Silverton has had bloom in his garden a number of iris seedlings resulting from Ambassaduer crossed with Titan. Two years ago when they showed first bloom everyone who saw them was astounded at their quality. The Kleinsorge garden contains none but the cream of the world's finest irises, and blooming among the best Dominion Seedlings, the most outstanding of French, English and American recent introductions, the newcomers seemed in some respects superior to all others. This year three were set apart as having the most merit, and we have the pleasure of introducing what to our mind was the finest of all.

"KLAMATH"

With that gorgeousness of texture usually associated with Dominion and its progeny, with a bronze-brown overcast which makes for a rare and antique effect, and with size, form and finish to satisfy the most exacting, KLAMATH stands out as one iris in a thousand. It is not a brilliant iris, but rather it possesses those subtle and subdued tones peculiar to a rich Oriental rug, a fine old piece of carved furniture, or a bit of antique bronze. In size it matches Cardinal or Bruno, but is taller and better branched than either. The color is very much apart from that of any other Dominion, not as red as Mrs. Valery West, not as brown as Grace Sturtevant, darker and more purple than Cardinal, much bronzier and a much finer iris than Tenebrae. The center of the flower is almost solid bronze-brown, edges of the falls match the standards exactly. Beard is burnt orange, tipped with brown. As the photograph shows, the shape is perfect, with heavy mid-ribs in the standards which make for great resistance to sun, wind or rain. Height 36 to 40 inches.

This iris will be offered for sale during 1930, and fanciers who want only the best, and who find satisfaction in being among the first to grow the new things of merit, will do well to get in touch



KLAMATH

with me early. About a half dozen rhizomes will be for sale. The introductory price is \$50 per root, and it is not an excessive price for an iris such as Klamath.

This may be seen in the gardens of F. X. Schriener in St. Paul, Minn., Harcourt M. Taylor of Yakima, Wash., or Weed's Gardens at Beaverton, Oregon, during the 1930 flowering period.

Our offerings of rare irises next season will rank among the best in the country. Now growing on new soil we have splendid stocks of Bruno, Cardinal, Majestic, Swazi, Mrs. Valery West, Grace Sturtevant, Germaine Perthuis, Peerless, Sir Micheal, Dolly Madison, Cinnebar, Tuscany Gold, Midgard, Allies, Allure, Coppersmith, Purissima, San Francisco, Frieda Mohr, San Louis Rey, Marquissette, Ophelia, Pioneer, Leotitia Michaud, White and Gold, Michelline Charraire, and a host of others. Also limited numbers of Sikh, Sunlight, Ion, Blue Velvet, Dauntless, Mt. Royal, Petruchio, Messaline, Aziade, Labor, and Coronation. And we will again offer our own introduction, SURPRISE, which holds a place alongside Sensation, Realm, and Dutchess Sarah, being the tallest of the group.

If interested in fine iris, let us send you our catalog next season.

New and Unusual Shrubs

Cotoneaster Hupehensis One of the newest and finest of this family, bearing a beautiful crop of white blossoms in summer and abundant red fruits in autumn. Hardy in Massachusetts. 2½ ft. bushy field grown specimens.....\$1.50

Cotoneaster Frigida. Large member of this family, growing to 18 feet at maturity. An imposing shrub where something of this size can be used, large leaved, heads of white flowers, and brilliant red berries in the fall. A treat for the birds. Very fine 3-foot bushes.....\$2.50

Kolkwitzia Amabilis. The "Beauty-bush." This is a very recent acquisition to American gardens, and is one of the most noteworthy shrubs ever introduced into cultivation. Clean and neat in its habit of growth, it blossoms forth in June with literally millions of tiny snap-dragon-like flowers, bending the slender branches with their abundance. The flowers are pale lavender pink in color, with a minute patch of orange on the lip. They are borne in clusters around the stems, with a wooly substance at the base of each cluster. 'Round and 'round they go, all along the branches, and on a mature specimen the foliage is almost hidden. Hardy anywhere, not particular as to soil, and will tolerate some shade. Holds its foliage until late in the autumn. If you want something worthwhile get this. My plants are big, they flowered this year, and are five times the size of those sent out by most growers offering this. They are well worth the price asked.....\$5.00 each

Sophora Vicifolia. The last half of this name means "vetch leaved" and the small fern-like foliage resembles the vetch. Another new thing, which produces neat blue flowers in late summer when flowering shrubs are scarce. Does best on poor soil, and like many other things—notably some rock plants—will produce heavily of stem and leaf at the expense of bloom if given rich soil. Field grown plants.....\$1.50

Spirea Trichocarpa. Heavily advertised the past two seasons as a later and better Spirea Van Houtte. Flowers are produced in about the same manner, a month later, and are greenish cream before fading out to white. A fine shrub to carry on the season, or to plant with perennials which are enhanced by a white background. Perfectly hardy. Field grown bushes, \$1.00 each, or \$7.50 per ten.

We Recommend to Lilac Fanciers

THE LILAC

By Susan Delano McKelvey

The information in this great book is invaluable to every grower. Every known species and variety is completely described, with cultural notes given. In addition to notes from the author's experience and observation the book includes a key to the species by Alfred Rehder, an introduction by E. H. Wilson, a section on culture by T. A. Havemeyer, and notes on insects and diseases by Dr. W. T. Councilman.

The volume includes 172 magnificent full-page halftone plates showing bud, bark, and flower of important varieties at different stages in their development.

Another feature is the inclusion of 154 colors from Ridgway's "Color Standards and Color Nomenclature," in a folder inserted in the back cover. Notations in the text refer to the exact shade found in each variety. These charts, sold separately, cost \$20.00.

"The format of the book makes its appeal as the simplest possible arrangement for such a subject. There are chapters devoted to history and introduction, to culture, to propagation and pruning, to forcing, and to diseases and insect pests. There is a full description of the genus and its sections, and an admirable key to the species followed by a full enumeration and description of all the known lilacs. The species are arranged in their proper botanical sequence and under each its varieties and hybrids are grouped. The illustrations precede the species. The index is full and complete. The text and type are clear, the paper good, and the proof reading exceedingly carefully done."—The Garden Club of America Bulletin.

575 Pages; 172 Full-page Halftone Plates; Ridgway Color Charts; 8 5/8 x 11 3/4 in.; Cloth; \$25.00.

